



greenway

(noun)

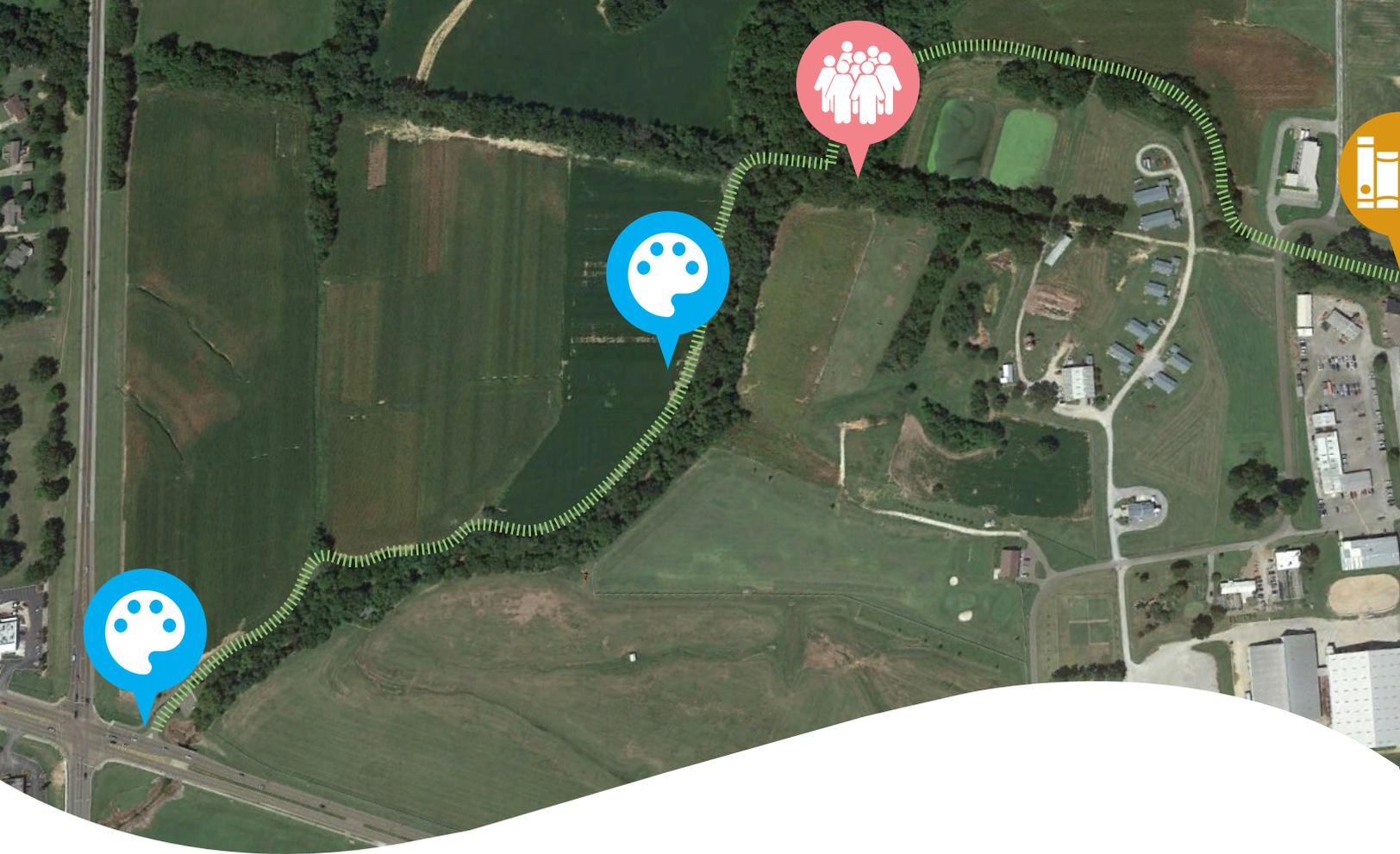
green·way \ 'grēn-wā' \

A corridor of undeveloped land set aside for recreational use or environmental protection.

A linear park.

Strengthening *Social Connectivity* via *Community Collisions*
Along the Brian Brown Memorial Greenway

A McClure Engineering Company Playbook

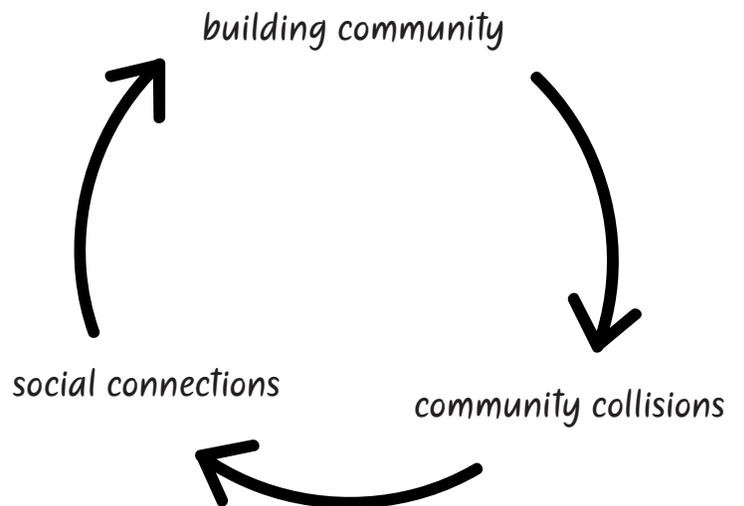


THE PLAYBOOK

Brian Brown, the late director of the University of Tennessee at Martin's Campus Recreation Program, envisioned a greenway encircling the City of Martin. He understood the need to connect the UTM campus with the remainder of the community and also the opportunities that trails bring. Brian knew the greenway would be more than just a recreational outlet; it would be a transportation corridor, a learning opportunity, and a place to connect, not only in a physical sense but also socially.

This playbook lays out six key components to supplement the Brian Brown Memorial Greenway Phase II Trailhead and Park effort currently underway. By activating and elevating the infrastructure already in place, the community will further Brian Brown's legacy and will support a thriving culture for decades to come.

THE PLAY





ART ALONG THE TRAIL PIECE

A temporary outdoor exhibit, displayed from May through October each year in highly visible sites along the Greenway. Works to be selected by an Art Along the Trail Selection Panel.



GATHERING SPOTS

Spots along the Greenway which accommodate social gatherings, like picnics, and outdoor classroom experiences, encouraging the link between the trail and the University of Tennessee Martin.



LITTLE FREE LIBRARIES

Small collections of free book exchanges, coming in all sizes, shapes, colors and designs. Community members interact by following the "take a book, leave a book" philosophy.

CONNECTIVITY

GOAL: Grow opportunities for social connections by nurturing community collisions and creating gathering spots along the Greenway to accommodate social gatherings and outdoor classroom experiences.

- PARTNERS:**
- ▶ Martin Business Association
 - ▶ Weakley County Chamber of Commerce
 - ▶ Weakley County Soil Conservation District
 - ▶ Tennessee Department of Environment & Conservation

EXTRAS: The tie between the University of Tennessee at Martin campus and downtown boosts shops and activities and helps paint the picture of living in Martin after college. Quite simply, the Greenway is one of the community's biggest talent retention and attraction tools; it is a boost for businesses that are recruiting and maximizes the investments made in the community's fiber connectivity.

EXAMPLES:

1. Estes Park Picnic Areas

<https://www.visitestespark.com/rocky-mountain-national-park/picnic-areas/>

- ▶ The Estes Park Picnic Areas allow park visitors to truly sink into nature, with picnic areas tucked in the midst of the forest. Some have picnic tables, while others merely offer the space to throw a blanket on the ground. These areas need to be somewhat maintained to allow access, but upkeep is minimal.

2. Virginia, West Virginia, Michigan Outdoor Classrooms

<https://bit.ly/2KlwFX6>

- ▶ Schools in Virginia, West Virginia, and Michigan are engaging in learning experiences in outdoor classrooms. The areas offer students for hands-on learning experiences with farmers, chefs, and horticulturists. Students develop real-world projects, learn business skills and how to upcycle materials, and gain a greater appreciation for the outdoors, in turn creating more environmental stewards.



EDUCATION

GOALS:

- ▶ Make the Greenway a living classroom, with learning opportunities spread across the entirety of the trail
- ▶ Encourage literacy and literary access through the strategic placement of Little Free Libraries
- ▶ Play to the current interest in hyperlocal foods and knowing your farmer by placing signage near select wild edibles
- ▶ Recognize the importance the tree canopy by indicating tree species
- ▶ Extend the soundscape to create continuity along the trail and celebrate the state's musical heritage

PARTNERS:

- ▶ C.E. Weldon Public Library
- ▶ Weakley County Schools
- ▶ University of Tennessee at Martin (Multiple Departments)
- ▶ Weakley County Soil Conservation District
- ▶ Northwest Tennessee Local Food Network
- ▶ University of Tennessee at Martin Student Chapter of the Wildlife Society
- ▶ Tennessee Urban Forestry Council
- ▶ Sierra Club

EXAMPLES:

1. Independence Little Free Libraries

<https://www.independenceia.org/455/>

Little-Free-Libraries

- ▶ Little Free Libraries are free book exchanges spread across the nation. They come in all sizes, shapes, and colors and number over 50,000. In Independence, Iowa (population 6,008), the City has placed eight Little Free Libraries in parks and public areas, ensuring literary access for all. A locally-driven committee had the vision and then fundraised and engaged partners, such as the local library and the county arts organization, to construct and beautify the libraries. There is a steward for each library to make sure all of them are maintained and stocked with books.



2. Grand Traverse Edible Trails

<https://traversetrails.org/grand-traverse-edible-trails/>

- ▶ The Grand Traverse Edible Trails are designed to support both people and a healthy ecosystem. The site design emphasizes native perennial plants and includes label that provide ongoing educational opportunities for trail users. The Edible Trails help kids understand that food doesn't come from the grocery store, it instead comes from nature.

3. Longleaf Trace Tree Signage

<https://bit.ly/2KFNXUJ>

- ▶ Volunteers and the local park agency in Hattiesburg, Mississippi, partners to place signage along the hall of fame Longleaf Trace. The signage indicates tree species along the trail, growing awareness of the adjacent landscape and, potentially, conveying the importance of preserving wild areas.



ARTS & CULTURE

GOAL: Create Martin Art Along the Greenway — perhaps as an initiative of the Martin Beautiful initiative — to spawn a rotating outdoor art exhibit

PARTNERS:

- ▶ Tennessee Arts Commission
- ▶ Local artists
- ▶ University of Tennessee at Martin College of Humanities and Fine Arts

EXTRAS: Encourage physical activity by getting people out on the Greenway to see the art, ultimately making the healthy choice the easy choice

EXAMPLES:

1. SculptureWalk Sioux Falls

www.sculpturewalksiouxfalls.com

SculptureWalk is an exciting exhibit of outdoor sculptures displayed year-round in downtown Sioux Falls, South Dakota. Artists place their sculptures in the program for one year, and all sculptures are aggressively promoted to the public for sale. Artists are eligible to win any one or more of the 14 awards in the Best of Show, People's Choice voting and the random drawings. Awards total to \$15,000.

2. Clive Art Along the Trail

<http://www.cityofclive.com/residents/public-art-program/art-along-the-trail>

Art Along the Trail is a temporary outdoor exhibit, displayed along Clive's landmark feature, the Greenbelt Park and Trail system, from May through October each year, with 2018 being the seventh year of the exhibition. The art pieces will be displayed in highly visible sites along the Greenbelt. Works are selected by an Art Along the Trail Selection Panel comprised of two members of the City's Park Board, two members of the Public Art Commission, one City council member, one Clive resident or Clive business owner representative from the Chamber of Commerce, and one member of the local art community.

SAFETY

GOAL: Install context-sensitive lighting along the Greenway to improve the sense of safety while maintaining the natural feel of the Greenway

- PARTNERS:**
- ▶ Rails to Trails Conservancy
 - ▶ Tennessee Valley Authority
 - ▶ University of Tennessee at Martin Department of Visual and Theatre Arts
 - ▶ Martin Beautiful
 - ▶ Tennessee Office of Energy Programs
 - ▶ Weakley County Municipal Electric System

EXAMPLES:

1. Ludlam Trail

<http://ludlamtrail.org>

The Ludlam Trail is a national model of public-private partnership, harnessing the energy of grassroots organization together with the philanthropy of corporate partners. The 6.2-mile multi-use trail runs through the heart of Miami-Dade County within the former Florida East Coast railway right-of-way and provides a safe, dedicated, and direct route for cyclists and pedestrians to schools, parks, work, and shopping. It can connect more than 34,000 people within a half-mile, walkable service area to five greenways, five schools, four parks, and two transit hubs, making safety a top concern that has been addressed with the Ludlam Lights.

2. Van Gogh Path

<https://www.studio Roosegaarde.net/project/van-gogh-path>

The Van Gogh Path in Eindhoven, Netherlands, is an art installation on a trail. Made of thousands of twinkling solar-charged stones, the installation celebrates Vincent Van Gogh's *Starry Nights* while simultaneously lighting up the area in a strong blue-green glow.



STORMWATER MANAGEMENT

GOAL: Manage stormwater runoff in an aesthetically pleasing manner while allowing community members to learn the role they can play in addressing water quality challenges

- ▶ Bioretention cell
- ▶ Bioswale featuring native plants
- ▶ Native turf
- ▶ Permeable pavement
- ▶ Rain garden
- ▶ Rain water harvesting
- ▶ Soil quality restoration

PARTNERS:

- ▶ University of Tennessee at Martin Natural Resources Management Programs
- ▶ Tennessee Environmental Council
- ▶ Weakley County Soil Conservation District
- ▶ Tennessee Valley Authority
- ▶ Tennessee Native Plant Society



NATIVE PLANTS

Native plants support a variety of wildlife species, including pollinators essential to our food system. Native plants also can improve soil and water quality, beautify the landscape, and provide critical habitat.





MAINTENANCE

GOAL: Establish an endowment to support ongoing maintenance, beautification, and enhancements along the Greenway

- PARTNERS:**
- ▶ Martin Business Association
 - ▶ Weakley County Chamber of Commerce
 - ▶ University of Tennessee at Martin
 - ▶ Community Foundation of Greater Memphis Area banks
 - ▶ Tennessee Environmental Council
 - ▶ Tennessee Department of Environment & Conservation

EXAMPLES:

1. Yampa Valley Community Foundation

<https://yvcf.org/trails/>

The Yampa Valley Community Foundation manages a fund that provides a permanent endowment to support specific trail-related projects. The Community Foundation has run challenges to find matching dollars for assorted projects and offers a mix of contribution levels to allow everyone to support the area trails, no matter how big or small the amount.

2. Western States Trail Endowment Fund

<http://www.teviscup.org/how-to-help/the-western-states-trail-endowment-fund>

The Western States Trail Endowment Fund is dedicated to preserving the integrity and heritage of the Western States Trail in California. Though this trail is for horses, this endowment model shines in its Adopt the Trail program. Sections of the trail - ranging from one foot to one mile - can be adopted at a set dollar amount and can be pledged and paid in installments over a five-year period.

ABOUT CREATIVE PLACEMAKING™

Creative Placemaking® is a people-centered approach to building strong, vibrant communities. It helps communities achieve economic and population growth through cultural and entrepreneurial amenities, concepts, and catalytic projects.

MEC's goal is to learn your community's needs, help address your challenges, and provide a comprehensive strategy, engaging our partners when and where their expertise is needed. We work with you to create the amenity, determine how to finance it, and then help identify the resources to build and operate it.

Once a community is thriving and has the amenities that can attract and retain top talent, businesses relocate and/or expand, growing the local economy and enhancing quality of life.

The MEC placemaking team currently works to revitalize and reinvigorate communities in ten states, primarily in the Upper Midwest and Mississippi Delta regions. To date, the placemaking team has designed amenities such as cultural centers, breweries, restaurants, area-wide beautification strategies, professional incentive programs, theaters, makerspaces, co-working spaces, residency programs, and aquatic facilities, among others.

To learn more, visit www.mecplacemaking.com.

